

CHAPTER I

INTRODUCTION

This chapter explains about background, problem formulation, limitation, research purpose and research benefit.

1.1 Background

Tourism has become one of the important sectors in a region. Tourism can influence the economic development of a country. According to Santoso (2002), tourism is an inseparable part of human life, especially regarding social and economic activities. Many countries in the world take the advantages of tourism for the development of their country. For example, in 2014, Indonesia has obtained US\$ 10.69 through tourism sector (Ministry of Tourism, 2014).

Generally, tourism is an activity of travelling from one place to another for relaxation and pleasure. The activity is aimed for all purposes, such as for pleasure and business. It is usually done in leisure time or holidays. According to Kodhyat (2014), tourism is travelling from one place to another, temporarily conducted individually a group. It attempts to find a balance or harmony and happiness to the environment in social, natural and science area. One of tourism types according to Yoeti (1996) is religious tourism.

Religious tourism is one of tourism types whose purpose on the journey is to witness the religious activities (Yoeti, 1996). Most visited destinations in this kind of journey are places that are related to history of religion, religious events, and sacred or holy objects. Regarding the objects of religious tourism, there is a holy object kept in Palembang. It is Al-Qur'an AL-Akbar.

Al-Qur'an Al-Akbar is a giant wood-carved Koran. Many oversized Korans have been created in many parts of the world, but the largest Koran carved out of wood is in Palembang. Indonesian Museum World Record (MURI) has awarded The largest Koran Wood Carving in The World Award on January 27th, 2012 to Syofwatillah, the designer of A-Qur'an Al-Akbar (jakartapost.com),

2014). It is kept in a museum. The name of the museum is Al-Qur'an Al-Akbar Museum.

However, the information about the Al-Qur'an Al-Akbar Museum, especially the information written on papers, is still limited. Mostly, the information can only be accessed from internet while not all people use it. Tourism Information Center of Palembang does not provide the written information about Al-Qur'an Al-Akbar Museum yet. Hence, the information about the museum that is written on papers is needed. One of written information forms that can be used is booklets.

Booklets are one of printed media that give information about products, companies, places, and others. In tourism, it can be used as guidance for the tourists who visit and enjoy the tourism destinations. Utami (2012) states that based on the content, booklets are one of the campaign media that give information more widely than the other campaign media such as posters, flyers, brochures, and more. Besides being a source of information, booklets can also be a tool to promote tourism destinations. In this case, booklets are needed to promote the Al-Qur'an Al-Akbar museum to attract more tourists.

Based on the explanation above, the writer decides to make a booklet in order to inform and promote the Al-Qur'an Al-Akbar Museum. Therefore, the title of this final report is "Designing a Booklet of Al-Qur'an Al-Akbar Museum".

1.2 Problem Formulation

Based on the explanation above, the problem formulation of this report is how to design the booklet of Al-Qur'an Al-Akbar Museum.

1.3 Purpose

The purpose of this report is to design the booklet of Al-Qur'an Al-Akbar Museum.

1.4 Benefit

The benefits of this report is giving information about how to design the booklet of the Al-Qur'an Al-Akbar Museum. This report is also hoped as reference in designing booklets.